



5257 Fairview Ave., Suite 260, Boise, ID 83706

PHONE: 208-344-3511

FAX: 208-947-6765

Date: November 1, 2004
To: The FCC
From: Bob Rosenthal, VP-General Manager Journal Broadcast Group Boise, ID
Subject: FCC Docket No. 04-233, Summary Report on Station Localism

Please accept this letter outlining key areas where our Journal Broadcast Group radio stations in the Boise, Idaho metro area focus our efforts to promote and support excellence in local broadcasting.

Our six station group includes: KJOT-FM, KQXR-FM, KRVB-FM, KTHI-FM, KGEM-AM AND KCID-AM.

Local News

Our morning shows all feature locally written, produced and delivered news throughout the critical morning drive time. Each station has its own style to fit the format and audience of the station, but resources are shared to have available as much material as possible. News segments also include traffic reports, weather and sports where applicable. Headline news on certain stations is also locally produced and delivered during the course of the day and two stations feature afternoon headlines in drive time delivered by the news anchors of our sister television station, KIVI-TV, in the Boise metro market.

News interviews are a common feature of our morning drive time programming on KRVB-FM. Our station group typically airs more than 150 local newscasts weekly.

KGEM-AM features local talk/news programming each evening (Monday-Thursday, 7 PM – 10 PM) and local high school sports programming on Friday nights. The evening news/talk programming covers a wide variety of topics and includes weekly political discussion with guest appearances by local politicians.

Local Public Affairs, Policies, Community Responsive Programming, Community Activities

As mentioned above, KGEM-AM features daily local talk in early evening covering a broad range of topics. Shows are divided into individual hours and feature local political conversation as well as lifestyle and help/guidance conversation with open phone line formats. On Sundays at 3 PM, KGEM-AM airs a locally produced and hosted one hour program with open phone lines, focusing on parenting and featuring conversation and guidance on child safety, wellness, crime prevention, tutoring homework, drugs, school gangs and bullies.

Through ascertainment polling done with listeners visiting our stations as well as shared ascertainment with sister television station KIVI-TV we have developed a list of ten "most important" areas of community concern. We utilize the list to direct our public affairs efforts. We air sixty second vignettes throughout the broadcast day on stations in the group to inform

listeners on those key topics. Additionally, much of our promotional effort goes to support the ascertainment.

Consequently, our stations are very involved with the critical local concern like the environment and community beautification. Station involvement has included KRVB-FM with the Boise River Clean Up Campaign, Rake Up Boise and Trail Days with the Department of Parks and Recreation, Paint the Town and May in Motion to support alternative forms of transportation.

The stations have also focused on special needs with KJOT-FM's on-going commitment to Special Olympic and KQXR-FM sponsoring the Bay to School Supply Drive with Neighborhood Housing Services to help students from low income families.

Station support and participation has also focused on health and wellness issues. KTHI-FM has given its year long support to the Women's and Children's Alliance and the Komen Foundation. In addition to the public service provided for the Komen Foundation, a one day wellness fair is produced and sponsored by Journal Broadcast Group and a \$5,000 donation was made to the Komen Foundation by our group this past March.

Our stations give an enormous amount of air time (between 150-200 announcements per week across the group) to these and other causes through live and recorded announcements airing throughout the broadcast day, run special promotions for them, make appearances at their events and have staff members contributing on boards and/or organizational committees for each of the mentioned events.

Our individual air and sales staffs meet weekly with station management regarding all promotional and public affairs activity; as a result of these meetings, several partnerships have been formed when employees see areas of need and want to address those needs.

In a recent KQXR-FM meeting, the need for blood donations to the local Red Cross was discussed and resulted in an October 2004 blood drive that attracted 164 listeners whose donations far exceeded the goal of the Red Cross. The morning show hosts drove the success of the event with their personal endorsement the entire week of the event and by their appearance and broadcast at the event itself.

KTHI-FM's upcoming PSA campaign to bring awareness to the community of the needs of Idaho Army National Guard families with spouses/parents deployed to Iraq, came from brainstorming conducted by the five KTHI-FM air personalities who all expressed the desire to use air time for community education and awareness. A subsequent meeting with three representatives from the National Guard has resulted in a one year PSA commitment to locally produce sixty second messages featuring the wife of a local guardsman who is deployed to Iraq. The messages will inform the community about what families are experiencing and what their needs are and will end with a call to action by giving the National Guard phone number so listeners can help Idaho families. KTHI-FM will air twelve segments, one per month, two weeks of each month, 56 PSA broadcasts each month or 672 over the course of the year (November 2004 – November 2005).

In August 2004, KQXR-FM promoted a Back To School Supply drive to reach low income families. This event was formulated in a weekly meeting and resulted in two weeks of more than 100 promotional announcements and a 12 hour live remote broadcast at the local K Mart parking lot where KQXR-FM listeners donated new school supplies to air personalities. The supplies ultimately went to Neighborhood Housing Services (NHS) for distribution to needy families. NHS officials were overwhelmed with the response and expressed their gratitude for our effort in their letter to us.

Our local staff and management are committed to maintaining a high level of rapport with our listening audience through e-mails, letters, faxes, phone calls and face-to-face meetings. We have conducted three local focus groups in the past fifteen months to ascertain listener needs

regarding programming, likes and dislikes. As a result of a focus group and the input of our local newspaper entertainment editor, in August 2004, KRVB-FM began airing a one hour show on Sunday evenings at 9 PM, featuring new and local music development.

Our public service isn't limited to promotion of community needs, numerous announcements, personality appearances and personal involvement by staff and management.

In February, 2004 a member of the community communicated to us the desire to hear the semi-annual LDS (Church of Jesus Christ Latter Day Saints) World Conference on radio. The conference is also televised by a local TV station. With our radio station KCID-AM, we blocked out four hours for the Saturday session and four hours for the Sunday session, for the spring conference in April and for the fall conference in October. I have received more than thirty letters during the past two weeks thanking us for airing the conference for our large LDS population in Idaho. We plan to air the two conferences again in 2005.

Political Programming

To inform listeners of key and topical issues, KRVB-FM frequently features U.S. Senator Mike Crapo during morning drive. Boise Mayor Dave Bieter is also a morning guest from time to time to discuss community affairs. The Mayor has appeared six times since his election in November 2003.

KGEM-AM has made the major commitment of political time and talk with local programming weekday evenings between 7 PM and 10 PM. Numerous statewide candidates have appeared to discuss their agendas and take listener phone calls.

KQXR-FM, our station formatted to reach listeners 18-34, aired a two week prime time public service announcement campaign during summer 2004 encouraging young people to register to vote.

Emergency Programming

Journal Broadcast Group participates in Amber Alert and I was personally involved in helping Idaho broadcasters go live with the statewide system by serving on the Idaho State Broadcasters board of directors for a number of years. I served as state chairman in 2002-2003 when we joined Idaho Governor Dirk Kempthorne at our public television facility to announce Amber Alert in the state and activate the system.

I appreciate the opportunity to talk to some of the areas of local involvement and concern by the Journal Broadcast Group stations in Boise. We will continue to find ways to effectively serve needs in our community.

Sincerely,

Bob Rosenthal
VP-General Manager
Journal Broadcast Group
Boise, Idaho